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Cap. 4

CONSUMER TIME

R- 162

GROUP FIVE FOODS

NETWORK: NBC

DATE: September 25, 1943

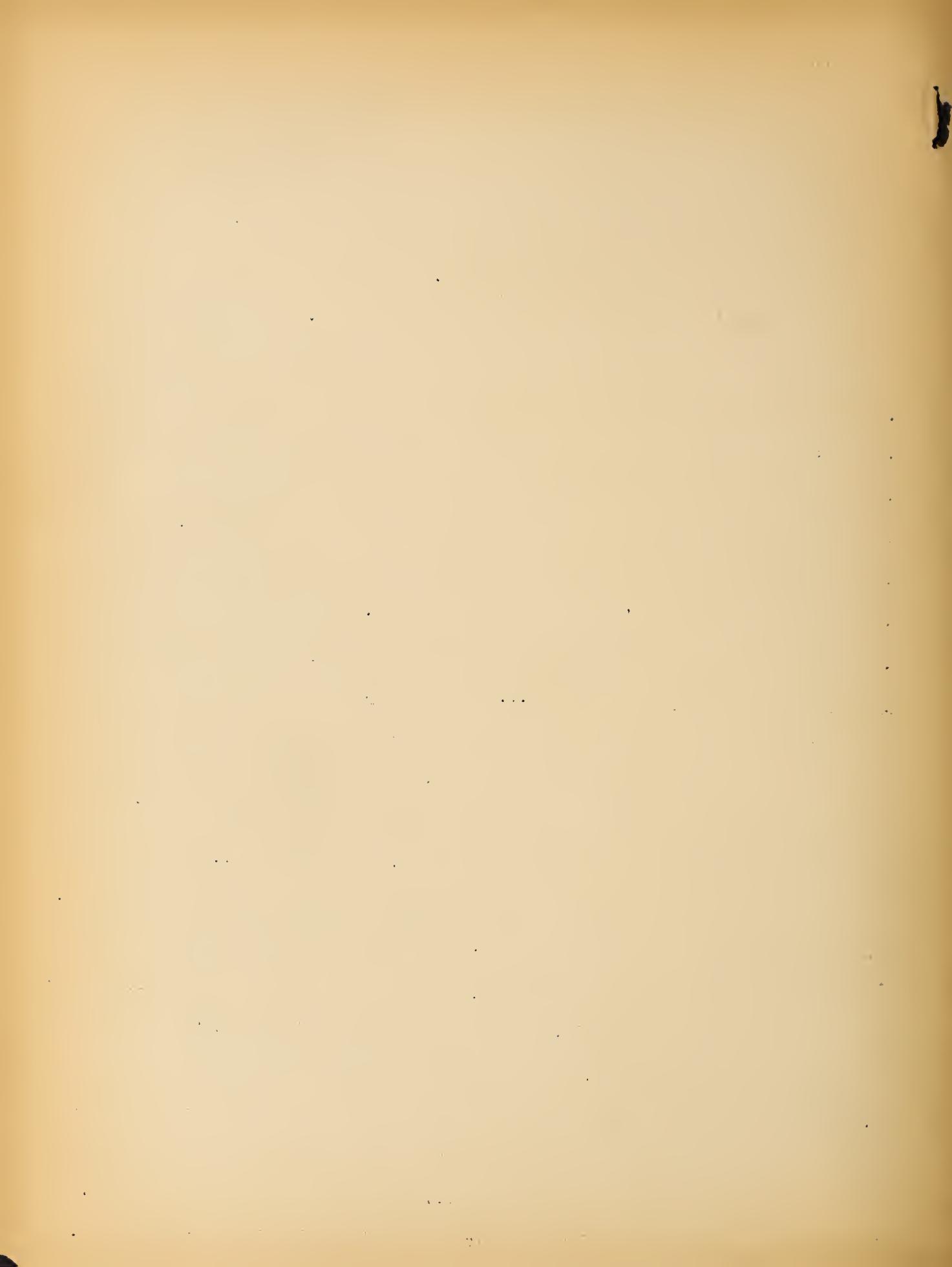
ORIGIN: WRC

TIME: 12:15-12:30 P.M. EWT

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1. SOUND: CASH REGISTER RINGS TWICE...MONEY IN THE TILL
2. MAN: This is CONSUMER TIME.
3. SOUND: CASH REGISTER...MONEY IN TILL AGAIN
4. WOMAN: That's your money....buying a living in wartime.
5. SOUND: CASH REGISTER
6. MAN: That's your money buying food.
7. WOMAN: It's your money buying clothes.
8. SOUND: CASH REGISTER....CLOSE DRAWER.
9. MAN: Yes, this is CONSUMER TIME--bringing you today up to date information on Group Five of the Basic Seven Food Groups. That's the group which includes meat, eggs, fish, fowl, dried beans, peas and nuts. First however...News on foodswhat's being done to make the greatest war use of food.
10. MALE VOICE: (FILTER) Last year, as American troops swept across African beaches, munitions, supplies, guns, went with them.. But that wasn't all. Right on the heels of the assault troops followed food.
11. FEMALE VOICE: (FILTER) Not just food to be cooked and eaten--but seeds, plants--to grow new crops in Africa--so it, too, could help feed our armies...feed itself and help feed others. The African campaign was finished in time to plant crops..



12. MALE VOICE: (FILTER) Now, it appears that North Africa may be able to supply vegetable oils and cereals for other liberated peoples.

13. JOHN: Yes, food is a weapon of war--let it be used wisely.

PAUSE:

14. SOUND: DOOR OPENS AND CLOSES: FOOTSTEPS IN A HURRY.

15. JOHN: With the opening and closing of that door, Mrs. Evelyn Freyman is with us again...and with no seconds to spare.

16. FREYMAN: But I'm here, Johnny--after fixing breakfast, cleaning up the house, getting the youngster set for the morning and food shopping.

17. JOHN: I hope you're feeding your family at least one from each of the Basic Seven Food Groups every day.

18. FREYMAN: I certainly am, Johnny.

19. JOHN: Mrs. Freyman, with rationing, how much difficulty do you have with Group Five....the meats?

20. FREYMAN: Not one-tenth as much as I thought I'd have. Besides, Group Five includes fish, fowl, eggs, dried beans and peas and nuts in addition to meat.

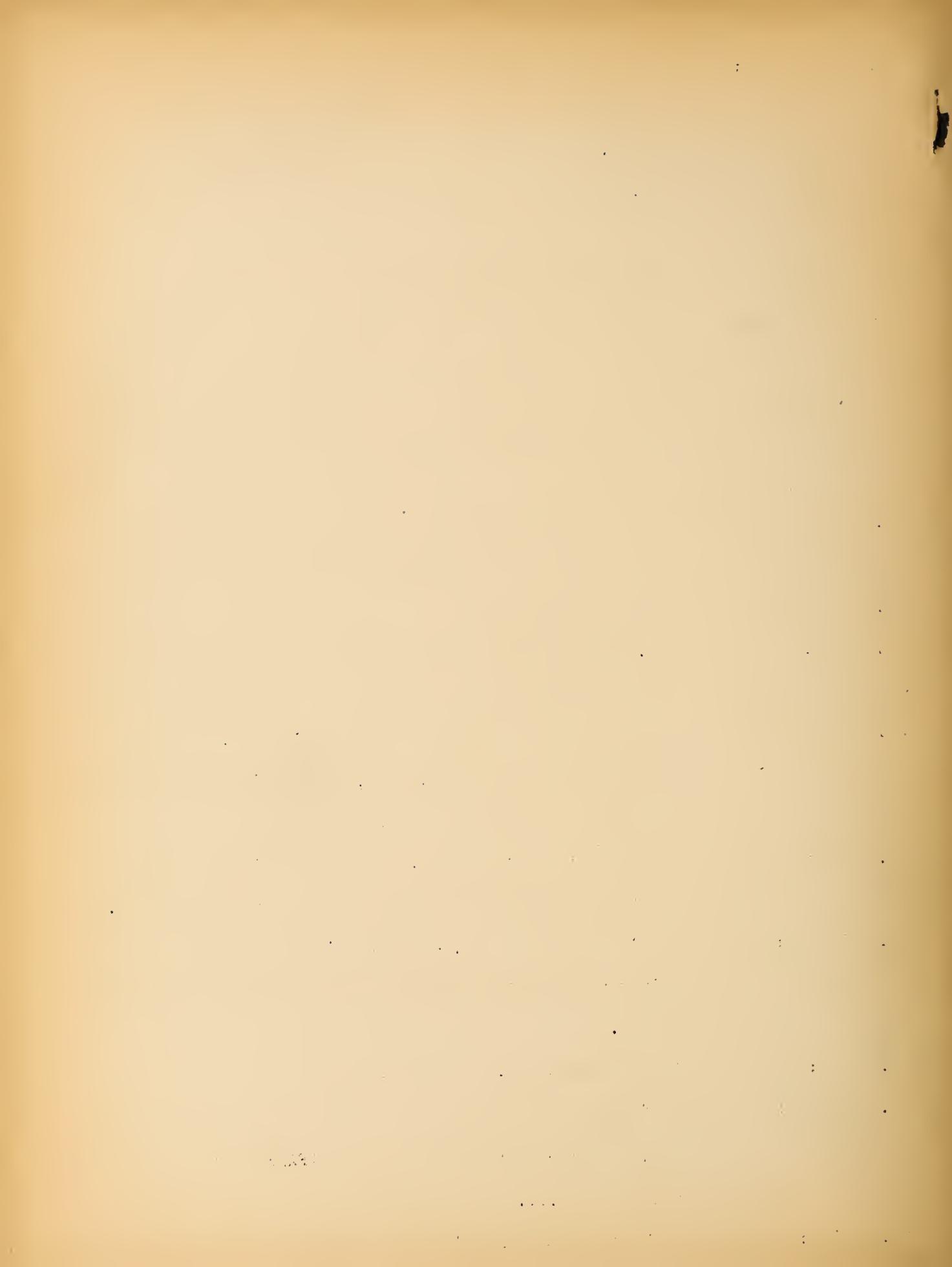
21. JOHN: To be honest about it, Mrs. Freyman, I think I talk more about missing prime roast beef than I actually miss it.

22. FREYMAN: That's just the point, Johnny, we're finding out a lot of things about meats and Group Five foods that we never knew before.

23. JOHN: I imagine you are.

24. FREYMAN: My friend Margaret Campbell was telling me the other day about a thing that happened to her (FADE) when she and her husband were....

25. SOUND: FRONT DOOR OPENS AND CLOSES



26. JOE: (CALLING) Margaret...oh, Margaret!

27. MARGARET: (AWAY) Here in the kitchen, Joe. Be with you in a second.

28. JOE: Don't hurry. Take your time, dear.

29. MARGARET: (AWAY) Well, Joe, it isn't very (COMING UP) often that I get to see my husband this early in the afternoon.

30. JOE: (HE'S BEING DIFFICULT) Nope.

31. MARGARET: And when I do...

32. JOE: And when you do?

33. MARGARET: Well, I...I...

34. JOE: Well, you're curious as a kitten to know why I'm home so early?

35. MARGARET: (LAUGHING) Yes, at least that curious.

36. JOE: Well, they didn't fire me,

37. MARGARET: Of course not.

38. JOE: They didn't make me president of the company, either.

39. MARGARET: That shows poor judgement...but why...yes, why are you home this early?

40. JOE: The boss wants us to come out to his house for dinner tonight.

41. MARGARET: Short notice, isn't it?

42. JOE: Maybe so....but this is sort of special.

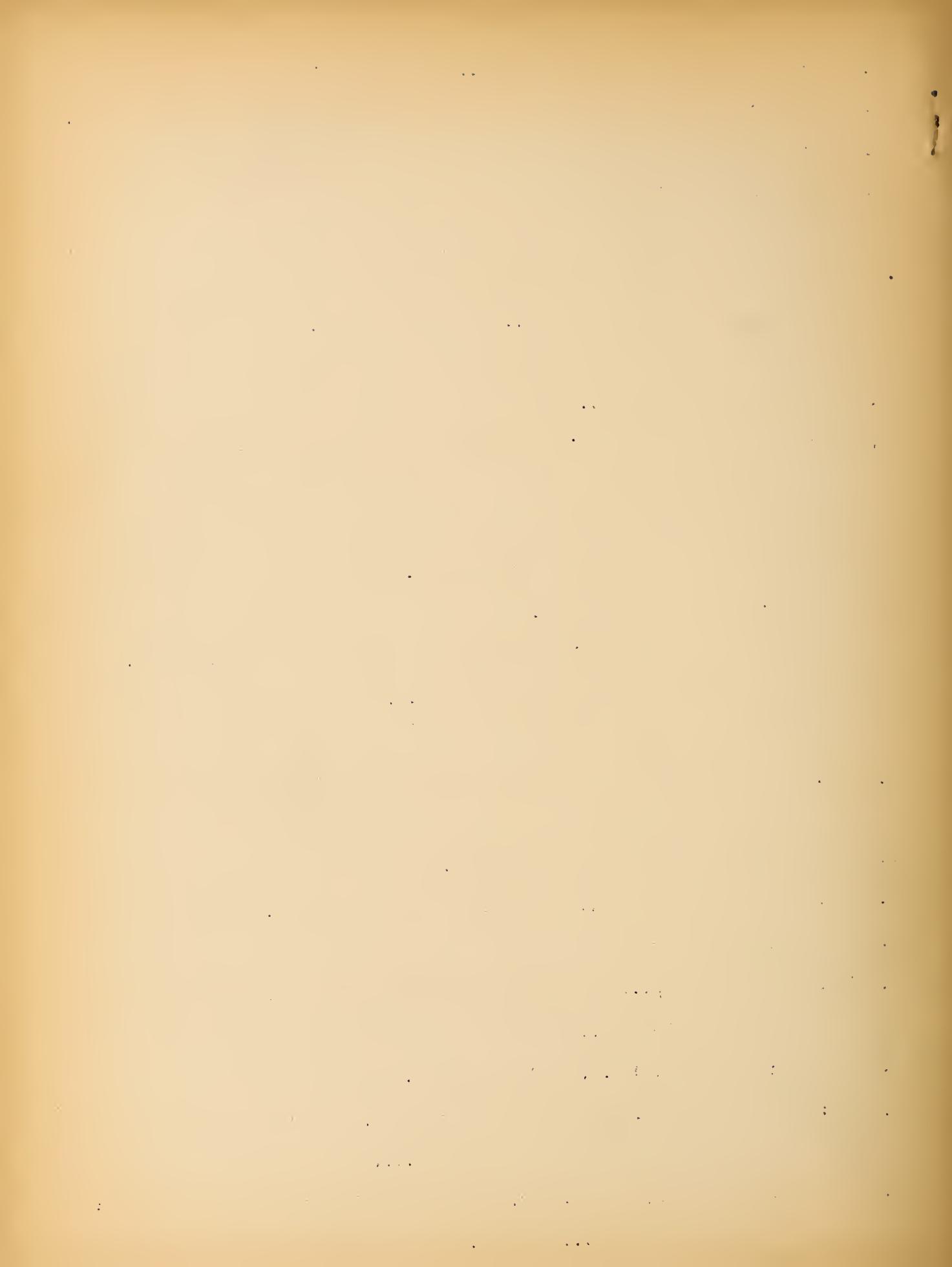
43. MARGARET: Yes?

44. JOE: Yes...they made me superintendant of Division G today and the boss...

45. MARGARET: Oh, Joe...that's wonderful.

46. JOE: Well, you know how the boss is. Everytime one of the boys gets a real good promotion....

47. MARGARET: Yes, I know. Mr. Bolling has him out to dinner to make the promotion...official.



48. JOE: That's about it.

49. MARGARET: This is twice in 18 months you've made the official promotion dinner.

50. JOE: (LAUGHS) Say, remember the last time we went there?

51. MARGARET: Do I!

52. JOE: Was that a dinner?

53. MARGARET: Those steaks couldn't have been as thick as I remember them.

54. JOE: They were wonderful.. I wonder whether...

55. MARGARET: Joe, I haven't a thing to wear.

56. JOE: A closet so full of dresses that I can't even hang a suit there--and you tell me you don't have a thing to wear.

57. MARGARET: Well, I....

58. JOE: Say, would it be all right if you wore that fluffy, pale blue dress. The one with the silver doo-dads on it?

59. MARGARET: I guess so, Joe, why?

60. JOE: Oh, you look so pretty in it...

61. MARGARET: I couldn't possibly wear anything else now.

62. JOE: I'm going over to the barber shop. Got to look spruce and trim to go out with my good looking wife.

63. MARGARET: All right you get your haircut.

64. JOE: Okay. I'll be (FADE) back in plenty of time, honey, to get us over.....

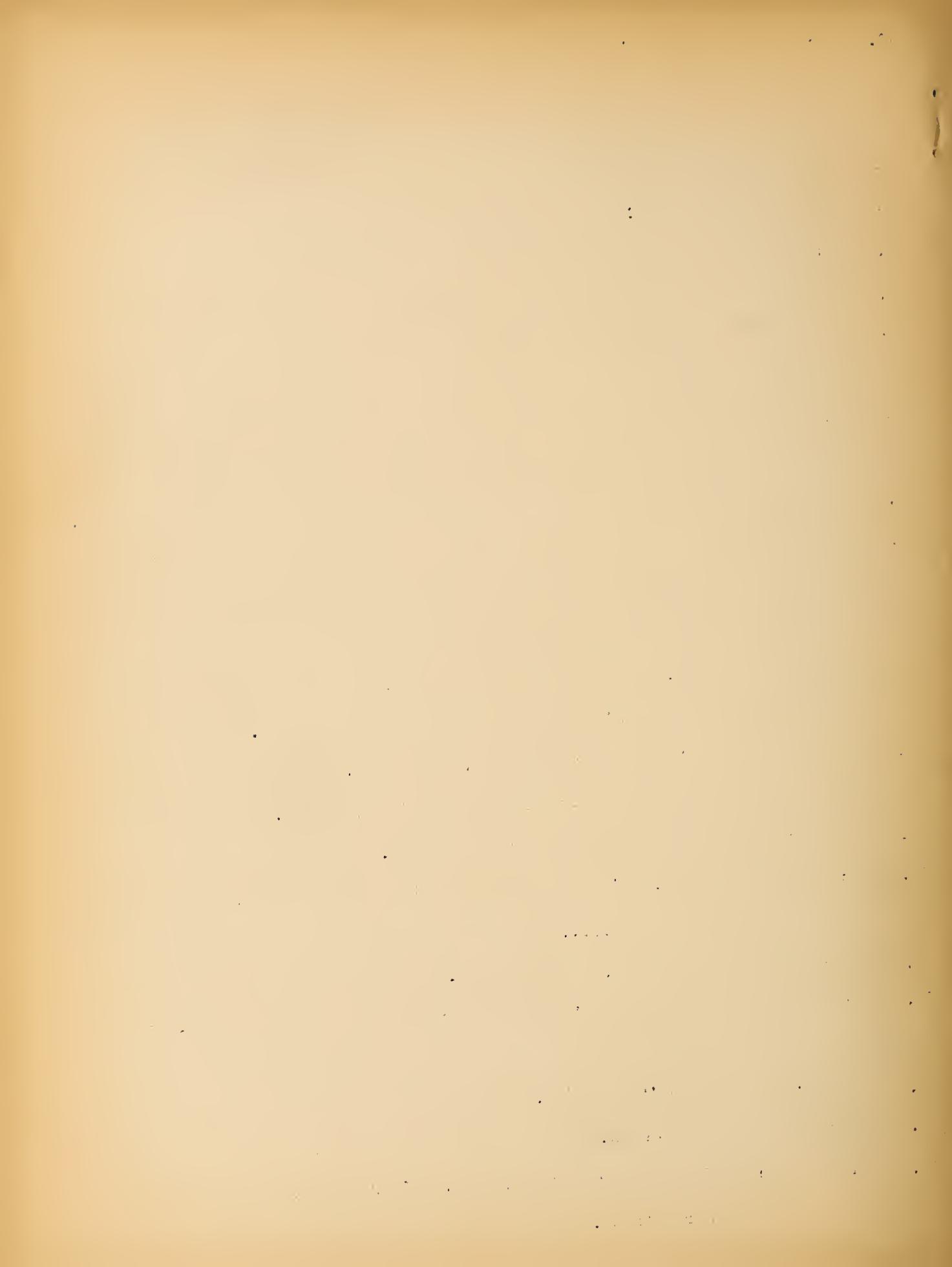
65. SOUND: DOOR BELL, SEVERAL TIMES.

66. JOE: Suppose they'll have a butler to meet us this time, Margaret?

67. MARGARET: I don't know Joe.

68. SOUND: DOOR OPENS.

69. MRS. BOLLING: Joe and Margaret Campbell. I'm so glad you could have dinner with us.



70. MARGARET: Good evening, Mrs. Bolling.

71. JOE: Nice of you to invite us, Mrs. Bolling.

72. MRS. B.: Come right on in the living room and join my husband.

73. SOUND: DOOR CLOSES.

74. JOE: Yes ma'am...Oh, good evening Mr. Bolling.

75. BOLLING: Hello, Joe—and Margaret. Glad you could make it. You two come on in here with me. Mrs. Bolling is on K.P. tonight. She'll join us later.

76. JOE: Mrs. Bolling's on K.P.

77. BOLLING: Yes, Joe, she's again the cook at the Bolling home. The one we used to have is working at the plant now...welding.

78. MARGARET: Mrs. Bolling could I...well, could I help out a little with the dinner?

79. MRS. B.: It's not polite by pre-war standards, Margaret...but I'll be delighted to have your help.

80. BOLLING: Joe, we'll retire to the living room and let the ladies rule the kitchen.

81. JOE: Sure. Sure thing, Mr. Bolling.

82. MRS. B.: Margaret we're banished to the kitchen. Shall we retreat gracefully?

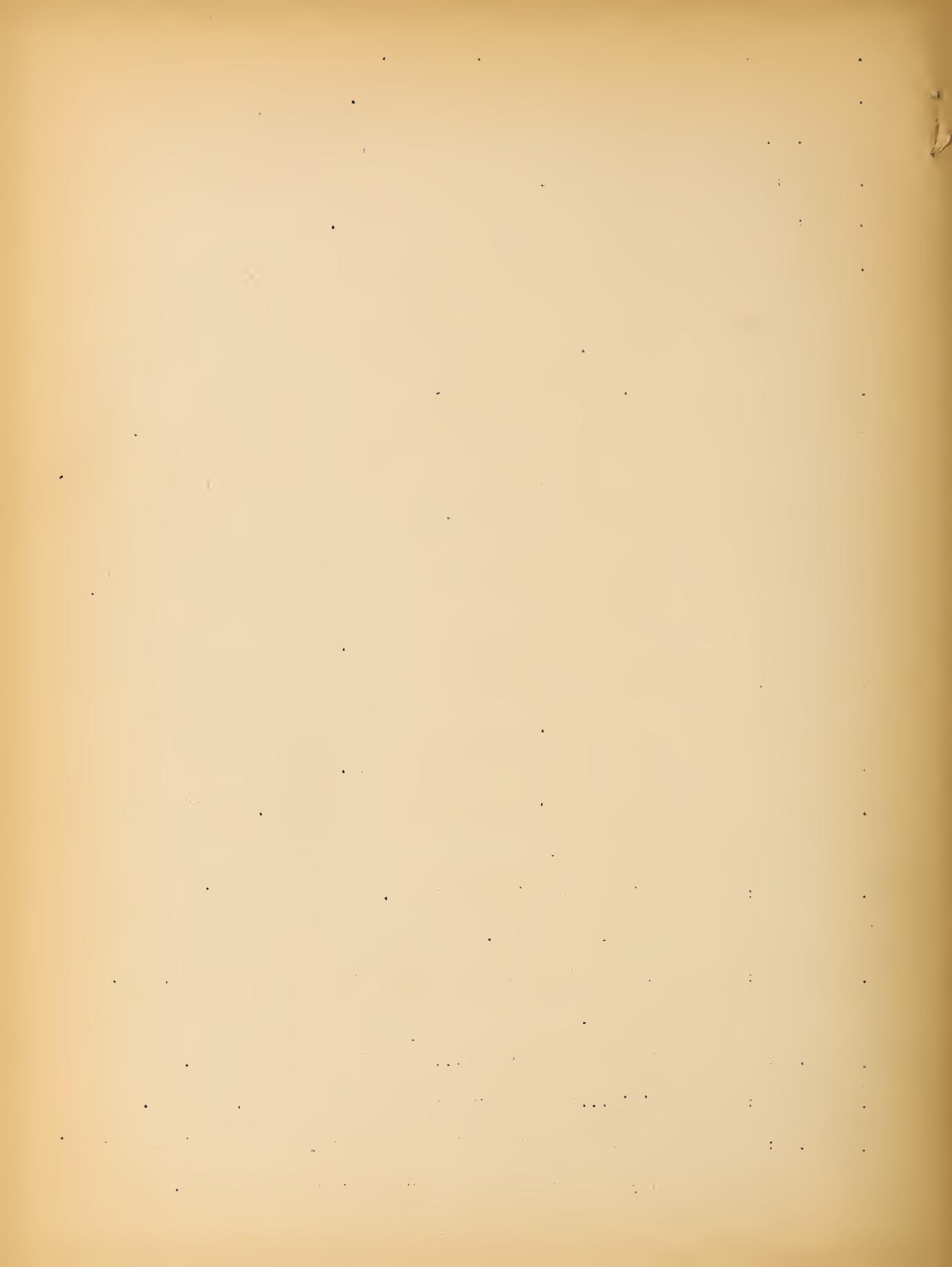
83. MARGARET: It's all that's left to us. (GOING AWAY) We'll be with you later, gentlemen.

84. MARGARET: (FADING IN) Oh, what a perfectly lovely kitchen, Mrs. Bolling.

85. MRS. B.: I painted it myself...just finished last week.

86. MARGARET: M'm'm...the dinner certainly smells good, cooking.

87. MRS. B.: Well, what with rationing and other difficulties, we aren't having what used to be called a company dinner. I hope you like stuffed green peppers.



88. MARG'RET: I do--and so does Joe.

89. MRS. B: They do wonders in making those meat ration stamps stretch--and they're good.

90. MARGARET: I've been going in for souffles to spare our meat stamps. Joe loves them.

91. MRS. B: Well, it's taken a long time--but I finally have my husband out of the idea that a rib roast or a steak are the only meats worthy of being put on a table.

92. MARGARET: I went through the same process with Joe, Mrs. Bolling. The night I first served timbales, he looked at them as though they were creatures out of another world.

93. MRS. B: Timbales are mighty good.

94. M/RG/RET: That's what Joe discovered--after one or two very cautious bites.

95. MRS. B: We've become meal-time friends with more new kinds of fish during the last year.

96. M/RG/RET: I never even heard the names before of some that I've been serving.

97. MRS. B: Poultry's been a real help, too, in extending our meat supply.

98. M/RG/RET: Have you been experimenting as to how to make old, tough hens taste appetizing?

99. MRS. B: I've prepared fricases, currys, chopped chicken--creamed chicken and chicken salad. I say, steam them or stew them long enough and even the toughest old hen can be made tender and tasty.

100. M/RG/RET: We've been using more peas and beans--and peanuts than we ever used before.

101. MRS. B: I've used peanuts as peanut butter...but that's about all.



102. MARGARET: Mrs. Bolling, you can make a grand--well I call it "meat loaf"--or croquettes with chopped roasted peanuts and chopped carrots or other chopped vegetables.

103. MRS. B: I saw that in a food leaflet I have--but I haven't tried it yet.

104. MARGARET: Was it the leaflet called "99 Ways to Share the Meat?"

105. MRS. B: That's the one. Do you have it too?

106. MARGARET: I certainly do--and it's a wonderful help in making meat ration stamps go farther.

107. MRS. B: It's been a life-saver to me, Margaret.

108. MARGARET: Oh, say, your stuffed peppers certainly do look good.

109. MRS. B: If you'll just put them on the meat platter, I'll take up the vegetables.

110. MARGARET: Shall I garnish the platter with those slices of lemon?

111. MRS. B: Please do. I find that little tricks of garnishing, sauces and seasoning make meals which we used to think were ordinary into something extra special.

112. MARGARET: The way our husbands are working these days, they deserve something extra special.

113. BOLLING: (COMING UP) Couldn't help overhearing that last remark, Margaret. Things like that make us want to work--don't they, Joe?

114. JOE: They certainly do, Mr. Bolling.

115. MRS. B: Willard, what brings you men to the kitchen?

116. BOLLING: Your company, my dear...and...something smells very, very good to a pair of starving men.

117. MARGARET: That's a perfect tribute to your stuffed green peppers, Mrs. Bolling. When the aroma of food lures husbands to the kitchen...there's no higher compliment to the cook.



131. WILKINS: All types are important--but early work in food chemistry and nutrition associated protein with "life".

132. FREYMAN: I see.

133. WILKINS: Discounting the water content, the human body is made chiefly of proteins. Muscles are largely protein and so are the tissues which hold the various parts of the body in place. The blood contains protein and even the bones, teeth, hair and nails contain a certain amount of it.

134. FREYMAN: You make it sound pretty important.

135. WILKINS: Believe me, it is.

136. FREYMAN: What does protein do for--or to--us humans?

137. WILKINS: Well, you might say that proteins are responsible for the growth and maintenance of our bodies. Understand, of course, that the other food elements must be present too--or proteins can't do their job. But, with the other food elements present...it's proteins which do the body building and general repair work.

138. FREYMAN: How much protein do we require each day?

139. WILKINS: Suppose I give you the direct answer and say that you need 50 to 75 grams of protein a day. Will that help you?

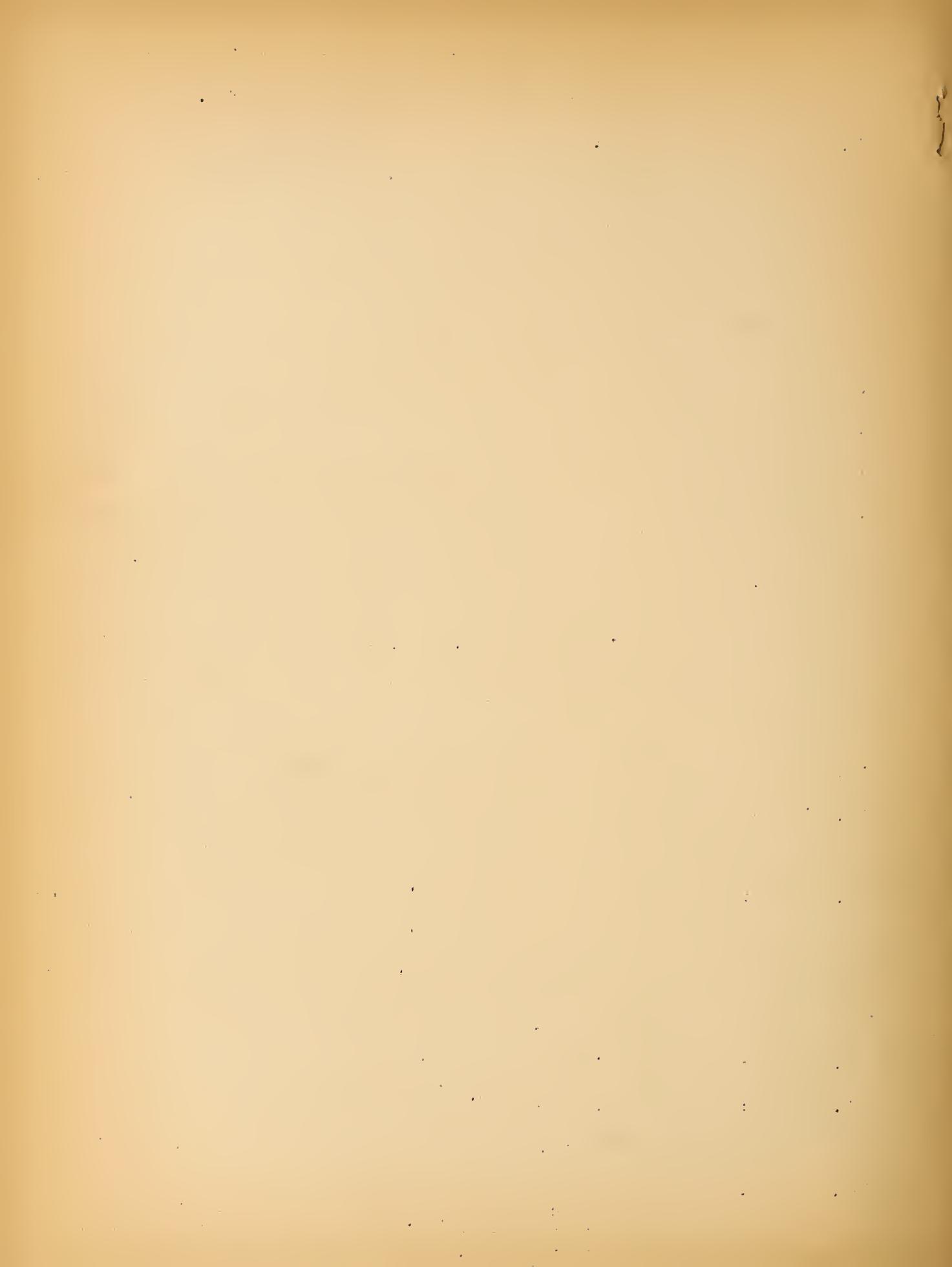
140. FREYMAN: I guess not, because I'm not sure as to how much a gram is.. and I don't know how I'd be able to measure out protein in my kitchen...because it's all mixed up or combined with other substances.

141. WILKINS: That's right.

142. FREYMAN: Well, then--what's a practical way for me to see that my family and I are getting enough protein in our diets?

143. WILKINS: If you choose your foods so as to include some from each of the Basic Seven Food Groups each day--and eat enough of them to satisfy hunger--you're reasonably sure to get an adequate supply of protein.

144. FREYMAN: That doesn't sound very difficult.



145. WILKINS: It isn't very difficult. Fortunately, proteins are fairly widely distributed in foods. While Group Five is an especially good source---they're also found in many foods in the other groups.

146. FREYMAN: I've heard a lot of talk about "complete and incomplete" proteins or "good and poor quality" proteins. What does that mean?

147. WILKINS: We call them good quality--or complete proteins when they contain all of the needed building materials for the body. We obtain good quality proteins from lean meat, fish, fowl, eggs, soybeans and milk. Our bodies can also use the protein in beans, peas, cereals, and other foods...by combining them with those in meat, eggs, fish, milk and poultry.

148. FREYMAN: Is the cost of a particular cut of meat--or type of poultry or fish, a guide as to the proteins or other nourishment it contains?

149. WILKINS: No. In general, the cost of various types of meats is no guide at all as to their nutrient value. Lean pot roast, for example, costs much less than porterhouse steak--but it's just as nourishing.

150. FREYMAN: Then, so far as food values are concerned I can use the cheaper types of meat, fish and poultry.

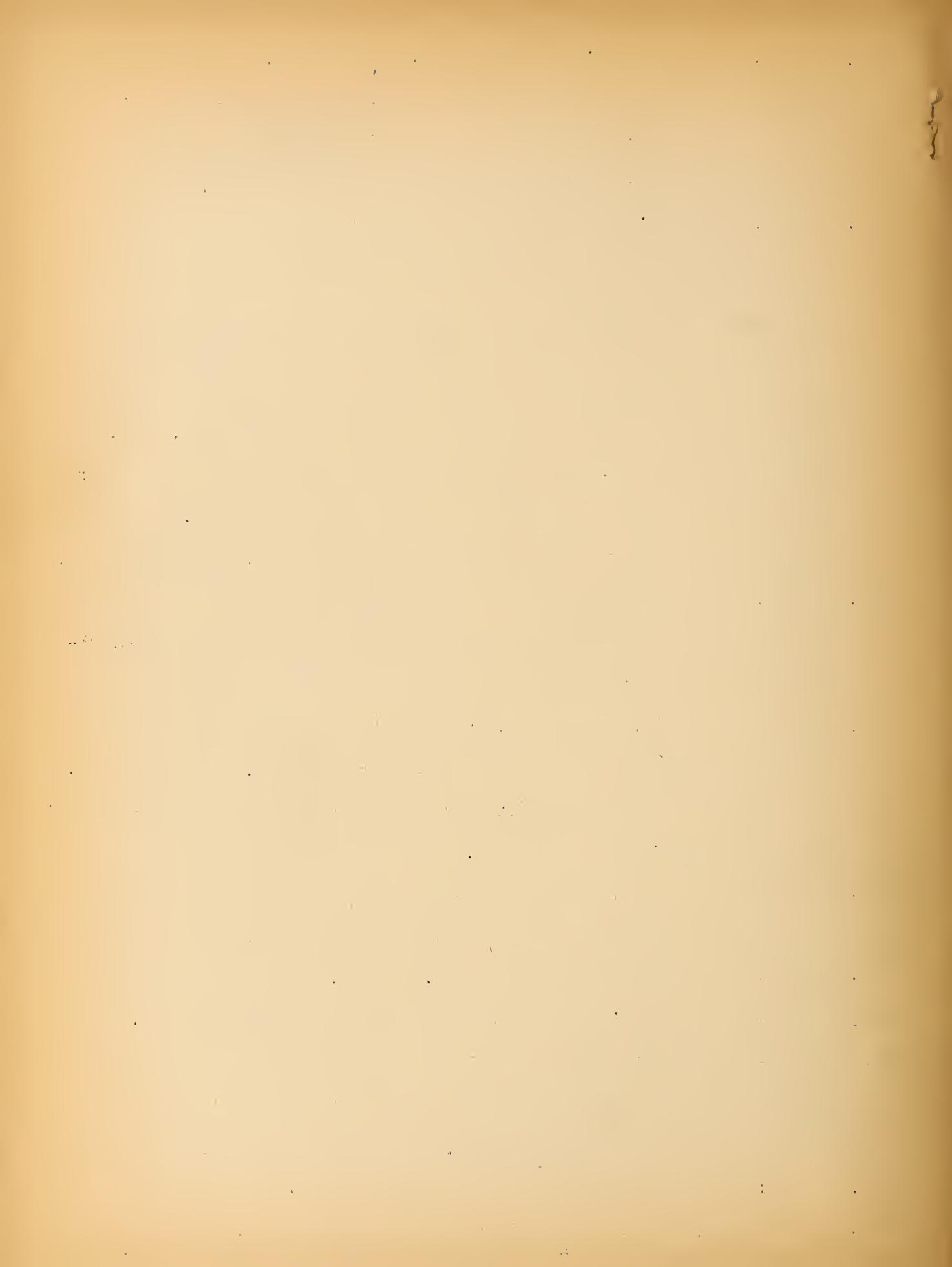
151. WILKINS: You certainly can, Mrs. Freyman.

152. FREYMAN: That's going to make my food budget problem easier.

153. WILKINS: Let me also make it clear that these Group Five Foods also help to supply all of the B Vitamins and are among our best sources of iron.

154. FREYMAN: Why is it that we need the iron, Dr. Wilkins?

155. WILKINS: We need this mineral to help build blood. It's needed to form the hemoglobin which gives blood its red color.



156. FREYMAN: I know that blood is supposed to be a rich, red color.... but what happens when it isn't--when there isn't enough hemoglobin?

157. WILKINS: When that occurs, the blood can't carry enough oxygen to our body cells. Without adequate quantities of blood-borne oxygen--a person becomes lazy, listless...sick. Iron is needed to make this oxygen-carrying hemoglobin, and it's one of the minerals that's deficient in the foods choose to many of us/eat.

158. FREYMAN: You said that Group Five foods also furnished B Vitamins.

159. WILKINS: Yes. Take thiamin--Vitamin B₁, first. It helps keep the nerves in good condition, the muscles in good working order. Lack of it is likely to cause loss of appetite, that "tired feeling", jumpy nerves and general irritability.

160. FREYMAN: That's the one sometimes called the "morale vitamin."

161. WILKINS: It's one all of us must have--and Group Five foods are a good source--especially lean pork, soybeans, liver and oysters. But Vitamins B₂ and Niacin--also found in Group Five--are likewise mighty important.

162. FREYMAN: What happens if you don't get enough B₂?

163. WILKINS: The cells of our bodies suffer. We feel weak, run down and sometimes the lack of this vitamin causes our eyes to look dull, burn or itch.

164. FREYMAN: And what is the result of too little niacin?

165. WILKINS: Well, any great lack of it results in the nutritional deficiency disease called pellagra. And that's a mighty serious and uncomfortable disease. Even a "small lack" makes you uncomfortable and gives you a feeling of stage fright.

166. FREYMAN: This Group Five appeals to me as a highly important food group.



167. WILKINS: Mrs. Freyman, let me emphasize again that ALL of the Seven Basic Food Groups are important. Each must be used regularly--or our bodies suffer. There's no one food--or relatively small group of foods--which do the entire job of human nutrition satisfactorily.

168. FREYMAN: Well, thank you Dr. Wilkins for being with us today and for giving us these food facts.

169. WILKINS: I was glad to be here, Mrs. Freyman.

170. FREYMAN: Johnny, do you have a summary of the ration stamp situation handy?

171. JOHN: Yes, Mrs. Freyman. On sugar, Coupons 14 and 15 and 16 are good for 5 pounds through October 31--but 15 and 16 can be used for canning purposes only. The Shoe Stamp, No. 18 is also good through October 31.

172. FREYMAN: And for meats, fats and oils?

173. JOHN: Blue Stamps X, Y and Z are good through October 2. Brown Stamps A and B in Ration Book Three are good through October 2 and Brown Stamp C becomes good tomorrow.

174. FREYMAN: For canned or frozen fruits or vegetables?

175. JOHN: For them, Blue Stamps U, V and W are good until October 20.

176. FREYMAN: Thank you Johnny--and now again, about Group Five foods, meats and all....

177. JOHN: To make your meat cookery problem simpler, send today for "99 Ways to Share the Meat." It's free. Send your request to CONSUMER TIME, War Food Administration, Washington (25) D. C.

178. FREYMAN: Be sure to include your name, address and radio station--please.

179. JOHN: Next week, Mrs. Freyman, we're going to have some useful facts on Group Six of the Basic Seven--bread, flour and cereals.

